



# The Downtowner

The Downtowner

July/August, 2011

## MUSIC ON MAIN STREET

Once again the **Music On Main Street** program will be available for your listening pleasure Thursday evenings, which has become an annual summer event for Downtown Camrose.

Besides providing a variety of musical entertainment, the purpose of Music On Main Street is to continue to encourage visitors and Camroseans to experience downtown Camrose. This event highlights the vitality and friendliness of City Center while further promoting overall community spirit. Spending a summer evening like in the great outdoors is good for the soul and promotes great community spirit.

The Music On Main program is sponsored by over 40 downtown businesses who believe in Downtown Camrose and are happy to provide their support. The bands are top-notch and have been strategically selected to ensure quality entertainment.

As City Center members, be sure to share in these entertaining evenings. Several businesses will remain open for shopping pleasure. Whether or not as a business you have chosen to be a sponsor, business owners are encouraged to stay open some of the time during the events in order to take advantage of this opportunity to run specials and to engage with those who come out to Music On Main. This is a great way for you to promote your business without the high cost of advertising. Remember, events like this help keep our downtown vital and prosperous.

Be sure to visit Main Street on Thursday evenings this summer and enjoy this outdoor activity. Bring a chair, bring a friend, bring the family and enjoy to some great music in a friendly atmosphere.

Pictured below is the rock group Klarkwork Orange. Photo courtesy of Sue Nelson, The Camrose Booster.



### Inside this issue:

Bailey Theatre News	2
Founders Days	3
BRZ Conference	3
Events	4
Downtown Tidbits	4
Business Tips	4
City Center Board	4

### Music On Main Schedule

Outdoor summer fun Thursdays, Downtown, 7 pm sharp to 9pm, rain or shine. A different band each Thursday. Schedule as follows:

- July 7 Klarkwork Orange
- July 14 Church of God Worship Team
- July 21 Wiremen
- Aug 4 Prairie Cats
- Aug 11 Bloozehounds
- Aug 18 Ain't No Rodeo
- Aug 25 Panache

Master of ceremonies, Arne Mackowosky.

### Winter Lights - Proposal

In order to save some of our budget, your levy dollars, City Center is proposing that it will pay for more LED lights for downtown trees but it will be asking **you** to hang them near your business during the warm months, not after the frost hits. This will be much healthier for the trees, and it is advantageous to have the lights on all year round thus brightening up the downtown at night. LED lights use very little electricity, a good economic factor. Lights only need to go as high as a step ladder can reach and can be wrapped around the trunk, which is quite showy. Also, the closer to the ground the more effective the lights. We had complaints after Midnight Madness such as, "where are the Christmas lights?" Well, they're on several trees but because LED lights are not as bright, we need more trees strung. Your hanging the lights will save \$\$ in hanging fees. We will provide 3 strands per business and if you want more you can purchase them from CCC at a special price. Contact City Center at 780-672-5191 to order your lights and the extension cords or if any questions.



# BAILEY THEATRE NEWS

## Balcony Seats Given Attention



Theatre Board members Judy McLean and Gerry Piro, along with volunteer David Roth raised the seats on the theatre balcony to improve the sight lines last week. This was done to improved the viewing for those patrons who choose to sit in the theatre balcony for performances. Photo courtesy of David Roth.

## Art Show Fundraiser



On July 14th the Bailey hosted an art show and sale to help raise funds to enable the purchase of a grand piano for the theatre. The art show ran for one day, both afternoon and evening, and showcased the artwork of many talented local Camrose artists, with an arrangement of a 50 - 50 split of sales. Several of the artists donated their artwork with all proceeds to the Piano project. Some of the donated art pieces are displayed in the Bailey Bistro for viewing. The attendance by Bailey patrons and general public was very impressive. The success of the event has no doubt set the stage for further art shows. It is great to see such enthusiastic support of the arts in Camrose, for both visual as well as performing arts. Kudos to the organizers!!!



## Ways You Can Help

You can help see the Bailey through to completion much faster and easier by donating funds, your time and/or your talents to the Bailey.

Donations of any size are welcome and charitable receipts are available. Why not purchase a seat which will have a plaque with your name on it? A great gift for a family member and wonder-

ful way to honour a loved one. Perhaps you'd like to have one of the many rooms in the Bailey named after your business. Volunteers are welcome and highly treasured. For more information on volunteering or donating call 780-672-5510 or email [info@baileytheatre.com](mailto:info@baileytheatre.com). Check the website at [www.baileytheatre.com](http://www.baileytheatre.com)



## FOUNDERS DAYS 2011

The 2011 Founders Days event will take place over the weekend of August 12 - 14. It is always a delight to see Founders Days rosettes and bunting displayed on various buildings and store fronts as well as people dressed in period costume during the events. Last year, the BMO Bank of Montreal, took advantage of the Founders Days weekend to celebrate the evolution of BMO. BMO staff dressed in banking garb of early days and displayed a whole range of business machines used in days of old. Also on display was a collage of the bank's history. This year the founders being honoured are Rev. Thomas Torger Carlson, Lutheran, Camrose area; M. A. Maxwell, engineer Town of Camrose; and Carla Didrickson-Hoyme pianist who taught at Camrose Lutheran College. Much cultural growth will be commemorated including the following: construction of the power plant completed;



an enclosed arena skating rink was built; the first meeting to organize a curling club; and Canadian Northern Railway - Grand Trunk Passenger service began. At least 3 bakeries and several pharmacies were operating along with clothing stores, shoe sales & repair, a lumber company, an electrical shop, a cigar store, a small concrete company, a hotel, a hardware store, plumbing businesses, and a notable note - the opening day of duck hunting was declared a holiday!

Be sure to put out your own rosettes and memorabilia to get into the spirit of Camrose Founders Days.

Photos courtesy of Cathy Schwab, BMO Camrose branch.

## BRZ Conference Highlights

Recently, three members of the City Center board of directors along with the City Center manager, attended a Business Revitalization Zone (BRZ) conference in Red Deer. The conference was extremely well attended by other BRZ and by those who are interested in become a BRZ. Two members of the City of Camrose's Planning Department also attended. All who attended from Camrose were duly impressed with the caliber of presentations and came away filled with enthusiasm and a multitude of desirable ideas to implement or further develop to suit our needs in our City and in our BRZ, namely our downtown.

The main highlight of the conference was the renowned speaker Roger Brooks who presented a wealth of information including 20 ingredients that he deems necessary for creating a community that is desirable as a destination. For example, under the title, "Community first, visitors will follow" he made the following points:

- The heart and soul of every community besides its people, is its **downtown**.
- If locals won't 'hang out' in the downtown,

neither will its visitors.

- The number one complimentary activity of visitors is shopping, dining, and entertainment in a pedestrian-friendly, intimate setting.
- This is where 80% of visitor spending takes place.

"It takes thoughtful planning, community effort, and a creative vision. It also takes expert guidance - knowing what works and what doesn't - and local stakeholders who have been energized and empowered to make something happen. Every community has the potential of becoming a more vibrant, exciting, and economically thriving locale." Roger presented many more ideas too numerous to fit in this newsletter space but here are a few brought back by City Center representatives.

- Colourful flower containers attract attention and invite passers by to stop in.
- Can you add a coat of paint to the front of your building? Colour plays a dynamic role in attracting attention.

- Entranceways are easy and inexpensive immediate ways to improve your site using the above suggestions.

Roger spoke of 'critical mass' & 'clustering' and gave examples that showed a high percentage of sales increase when like businesses are grouped. **Another interesting fact presented was that 70% of all consumer spending is done after 6 pm.**

Does the name of your business indicate what it is? For example, Alice's Restaurant, rather than just Alice's. Another interesting idea presented was to not hang a sign on your door that says "closed". Have your sign state when you'll re-open; tell them what they need to know. The importance of clear signage was covered and the need to make navigating our downtown easier. One of the most important signs: Public Washrooms.

It is City Center's desire to have Roger Brooks present in Camrose and hopes that the seminar will be attended by business owners and employees, property owners, City Mayor & Councillors, and all who are interested in the well being of the City of Camrose.



## Up-Coming Events in Camrose

City Center Camrose  
4909C 48 Street  
Camrose AB  
T4V 1L7

Phone: 780-672-5191

Email: [camroses@telusplanet.net](mailto:camroses@telusplanet.net)

Website: [www.DowntownCamrose.com](http://www.DowntownCamrose.com)

### Heart of the Rose City



- July 14 - 21 Music On Main Street
- July 28 Big Valley Parade
- Aug 12 - 14 Founders Days Festival

- Aug 14 SSA Open Minds walk & run at the Bill Fowler Centre
- Sep 22 - 25 Canadian Hot Air Balloon Championships CRE & Airport

### Downtown Tidbits

**Abby Hafso** has opened **Hummingbird Lane Scrapbooking** at 5005 - 46 Street.

**Chrisopher Zarski** is operating **Chris Zarski Physical Therapy** at 4802 50 Avenue.

**Lowell Niven** in now operating **L. Niven Photography** at 5006 - 50 Street.

**Susan K. Niehaus** has opened her clothing store, **Aya Styles Ltd.**, at 5012 - 50 Street.

**Olga Ojeda** is now operating her business, **Olga Latin Dance**, at 4815 50 Avenue.

**Dan Holm** has opened Silver Gold.Ca, a silver & gold information & sales business at 4802 50 - Avenue.

**Welcome to all and may you experience great success in City Center Camrose!**

### CCC Board

### Business Tips

**President: Dan Olofson** (Duff Layton's Men's Wear)

**Vice-President: Alana Hogstead** (Martha's Music)

**Treasurer: Paul Pedersen** (Pedersen's Florists)

**Directors:**

**Audrey Pfanmuller** (Candler Art Gallery)

**Greg Chrabaszcz** (Creative Bedrooms)

**Meredith Ambler** (Hyperion Laser Therapy)

**Kim Clennett** (Interiors On Main)

**Michael Wetsch** (Tien Rostad LLP)

**Pamela Reber** (Wisemen's Way)

**John Howard** (City Council Representative)

**Carole-May Coty** Manager (City Center Camrose)

**Consider This:** What do your customers or clients see when they walk into your store or office? First impressions are very important and should be thought of in terms of new visitors to your establishment or to your regular faithful patrons. When was the last time you entered through your own front doors? You're invited to do this with the intention of seeing with 'fresh eyes'. Are your mats torn (a safety issue)? Paint peeling? Often business owners are accustomed to entering through the rear entrance and miss seeing debris such as cigarette butts on the sidewalks and paper

in the gutters. The City of Camrose Public Works Department can only sweep the streets periodically.

Downtown businesses are encouraged to pick up any paper or debris from in front of or behind your business location. Keeping the sidewalks and even the gutters clean adds tremendously to the appearance of the whole Downtown. Doing small things like this increases the positive experiences of your patrons as well as impressing visitors to Camrose in a positive way. Thanks in advance for your conscientious efforts.

### CCC Office Moved

City Center Camrose is now located in its new office location at 4909C 48 Street. This move took place June 30th and left behind a valuable space at 4949 50th Street, in the Main Street Center, thus creating a great opportunity for another retail space on Main Street.

Feel free to drop in to visit the new location any morning during the new summer hours Monday to Thursday 8:00 am to 1:00 pm.